

The New Jersey Cultural Trust
INSTITUTIONAL AND FINANCIAL STABILIZATION
GRANTS FOR
HISTORY & HUMANITIES ORGANIZATIONS
FY 2016 Grant Guidelines and Application



Courtesy of New Jersey State Archives; Department of State

Applications due by 4 pm, April 1, 2015

Applications to be reviewed by:
New Jersey Historical Commission

New Jersey Cultural Trust
NJ Department of State
P.O. Box 305
Trenton, New Jersey 08625
Phone (609) 984-6767
Fax (609) 633-8168
culturaltrust.nj.gov



New Jersey Historical Commission
NJ Department of State
P.O. Box 305
Trenton, New Jersey 08625
Phone (609) 292-6062
Fax (609) 633-8168
history.nj.gov

FY 2016 New Jersey Cultural Trust Guidelines and Application Institutional and Financial Stabilization Grants for History and Humanities Organizations

The New Jersey Cultural Trust Institutional and Financial Stabilization Grant Program for History and Humanities Organizations is a funding program designed to assist groups in addressing financial and operational challenges that threaten their stability and to help build greater operational capacity to manage and advance their work and achieve their missions. The program is administered by the New Jersey Historical Commission with the New Jersey Cultural Trust. All history and humanities organizations qualified by the New Jersey Cultural Trust are welcome to apply for this funding.

The New Jersey Cultural Trust was established by law in July 2000 to develop a permanent source of additional funding for arts, history, and humanities organizations to help them improve their service to the public by achieving greater financial and operational stability. The *Cultural Trust Act* created a Trust Fund, the interest earnings of which are awarded as grants to support capital projects, endowments, and institutional and financial stabilization of qualified organizations. The Act directs the New Jersey Historical Commission, New Jersey Historic Trust, and the New Jersey State Council on the Arts to design and administer programs that recommend projects to the Cultural Trust for such grants.

The New Jersey Historical Commission was established by law in 1967 (NJSA 18A:73-21). It is the state's statutory entity for the advancement of public knowledge and preservation of New Jersey history. Its mission is to enrich the lives of the public by preserving the historical record and advancing interest in and awareness of New Jersey's past.

In order to submit an application for funding to this program, an organization must first apply for qualification by the New Jersey Cultural Trust. Applications for qualification are available from the Cultural Trust website (culturaltrust.nj.gov) or from its office by calling 609-984-6767, and must be submitted by March 2, 2015 in order to be eligible to apply for funding in this round. Those currently qualified by the Cultural Trust do not have to repeat this process. To be qualified, an institution must be a New Jersey-based, nonprofit organization (no schools, units of government or religious organizations). An organization must also demonstrate that it fulfills a history or humanities mission through active programs and services, has been in operation for a minimum of 4 years, has a functioning board that provides financial oversight to the standards set by the Cultural Trust, and is tax-exempt. The term "humanities" includes, but is not limited to, the study and interpretation of the following: languages; linguistics; literature; history; jurisprudence; philosophy; archaeology; comparative religion; ethics; the history, criticism, and theory of the arts; those aspects of the social sciences which have humanistic content and employ humanistic methods; and the study and application of the humanities to the human environment.

Call the NJ Historical Commission at (609) 292-6062 with questions regarding eligibility, the application form, and upcoming applicant workshops. Information is also posted on the Historical Commission website, history.nj.gov.

What's New for FY 2016

As you prepare your application for funding, please note that several significant changes have been made to the program guidelines for this round. The most substantial changes have been highlighted for you below:

- Grants will range from **\$10,000 to \$30,000**. Requests greater than \$30,000 will be considered for collaborative proposals and those on behalf of multiple organizations. **Applicants considering submitting this type of proposal should consult with the Historical Commission's grant staff before proceeding with a proposal.**
- All qualified organizations are eligible to apply regardless of whether they have previously received funding from the Cultural Trust.
- The New Jersey Historic Trust and the Historical Commission each review applications for Cultural Trust funding on a rotating basis. For FY 2016, the New Jersey Historical Commission will review applications for Institutional and Financial Stabilization projects.
- For FY 2016, the New Jersey Historical Commission is encouraging proposals for projects that focus on building technological capability to promote long-term institutional growth and viability.
- All applicants to this program must submit a **letter of intent to apply to the Cultural Trust by 4:00 p.m. on March 2, 2015** using the form provided on page 9 of this document.
- **All applications to this program must be submitted on paper, not electronically.**

Important Dates for this grant program are as follows:

- March 2, 2015 – Letter of Intent and Application for Qualification are due
- April 1, 2015 – Full application due
- June/ July 2015 – New Jersey Historical Commission will convene panels and craft recommendations
- 1st week of November – Cultural Trust will take action and announce grants
- November 15, 2015 – November 30, 2016- Grant period for successful grants

FY 2016 New Jersey Cultural Trust Guidelines and Application **Institutional and Financial Stabilization Grants for** **History and Humanities Organizations**

Eligibility: To be eligible for funds, an organization must be a New Jersey-based, nonprofit organization (no schools, units of government, or religious organizations) that has been qualified by the New Jersey Cultural Trust. Applications for qualification are available from the Cultural Trust website culturaltrust.nj.gov or from its office by calling 609-984-6767. In order to become qualified, an organization must also demonstrate that it:

- fulfills an arts, history, or humanities mission through active programs and services;
- has been in operation for a minimum of 4 years;
- is tax-exempt; and
- has a functioning board that provides financial oversight to the standards set by the Cultural Trust

Grant Size: Grants will range from **\$10,000 to \$30,000**.

Match and Financial Requirements: There is **NO** matching requirement. However, if an organization's proposed project costs more than is being requested, the proposal must clearly demonstrate the organization's ability to provide the remaining necessary funds. Grant funds may not be used to match any other State of New Jersey grant. Indirect and other administrative costs not directly related to the project may not be charged against the grant.

Number of Applications: A qualified organization may submit only **one application** for Cultural Trust funding in this FY 2016 cycle.

Guidelines and Application Instructions

Institutional and Financial Stabilization: The Cultural Trust Act intentionally defines the term "Institutional and Financial Stabilization" very broadly. The goal is both to assist groups in addressing financial and operational challenges that threaten their stability **and** to help build greater operational capacity to manage and advance their work and achieve their missions. The strategies and projects that can accomplish this are as diverse as the organizations themselves. Applicants must show that they have identified the challenge or goal, and that the strategies and projects proposed to address the challenge will produce significant and sustainable results.

What follows are examples of some of the more common challenges to stability and capacity building and ways of addressing them. They do not define the range and nature of possible fundable projects and are offered only as general guidance for how the terms Institutional and Financial Stabilization are commonly understood in the nonprofit field and how some organizations approach them. What is right for your organization will be determined by its circumstances and your plans.

- **Deficits:** Deficits can destabilize an organization. Ways to address a deficit could include 1) paying it down 2) diagnosing the cause and/or 3) once diagnosed, addressing the root cause in a variety of ways such as marketing, program underwriting, expanded membership, fundraising, board development, business plans, and new staff configurations. If funding to reduce or eliminate a deficit

is requested, demonstration of a plan to avoid a recurring deficit problem is required.

- **Advancement and Capacity Building:** The same strategies used to erase deficits can be applied to advancing an organization's overall program and operating capacity by broadening and increasing income, attracting new audiences, and forging new partnerships.
- **Regulating Cash Flow and Establishing Working Capital:** Sometimes the cycle of activity requires significant and destabilizing outlays prior to receipts, sending groups to financial institutions for bridge loans and lines of credit that carry interest payments. Having one's own revolving fund can address this issue and pay you interest as well. Few emerging groups are able to appropriately budget for maintenance or have funds they can turn to in an emergency such as property damage or casualty loss. Creating working capital funds that can be replenished annually (as opposed to an endowment) reduces operating risk and better secures an organization's other income and assets. Applicants must show that the board has instituted a policy and plan to replenish the cash reserve to the level described and outline the organization's policies for managing the reserve.
- **Strategic Planning:** Possessing a sound strategic plan is the first step toward success, whether the key to your stabilization and advancement is in marketing, fundraising, board development, facilities, operational and program expansion, or greater membership and outreach.
- **Professional Development:** A new skill set may be required in order to perform essential or new business functions for which board and staff can be trained. This idea may extend to business systems and services as well as things that help organizations reduce costs, improve accountability, or increase productivity.
- **Special Initiative on Technological Advancement:** In 2016 the New Jersey Historical Commission is encouraging proposals that focus on strengthening the institution's technological capability. In today's world, digital technology is an important tool for reaching a broad, diverse audience. While many organizations participate in online activities, few take full advantage of this tool. The Internet, mobile technology, and social media advance the organization's mission by improving and expanding services. Proposals that include thoughtful, detailed plans for building the institution's online effectiveness and/or diversifying digital communications are encouraged.

Evaluation Criteria: The following criteria will be used in the assessment of the proposal:

- The ability of the project to significantly improve long-term financial stability and/or expand operational capacity of the applicant.
- How the project fits into the organization's strategic planning and current financial context as a logical next step towards stabilization and/or advancement.
- The ability and organizational commitment to execute the project successfully including adequate project planning and the extent to which the proposed project can be accomplished with the grant and other resources (staff, consultants, etc.) available to the applicant (present a specific, realistic project budget).
- The ability of the applicant to sustain or build upon the gains made through the project after project funds have been expended.

Ineligible Projects: Institutional and Financial Stabilization grants are intended to make projects and activities possible that otherwise would not be feasible at this time. They may not replace other funds and must be in addition to funds originally and normally budgeted for or associated with the basic operations of an organization. The following types of projects are ineligible:

- Capital construction projects
- Fundraising events, e.g. galas, receptions, etc.
- Contributions to endowments
- International travel
- Education in a matriculating course of study
- Public arts programs, projects, and services
- Ongoing history or humanities programs, projects, and services

Process: Applications by eligible organizations will be reviewed, evaluated, and ranked by an independent panel of qualified persons employing uniform evaluation criteria. The process is as follows:

- Applications will be reviewed and evaluated by the New Jersey Historical Commission.
- The Historical Commission will forward to the Cultural Trust Board a list of projects it recommends for funding.
- The Cultural Trust Board may approve or deny funding to projects on the list. The Board will explain reasons for any denial and allow for an appeal.
- The Cultural Trust reserves the right to place other conditions upon any grant as they may relate to monitoring and reporting.
- Announcement of grant awards will be made by the Cultural Trust Board.
- Contracts will be issued to successful grantees by the Cultural Trust.

Application Instructions: The guidelines and forms are available on the websites of the Historical Commission at history.nj.gov and The New Jersey Cultural Trust at culturaltrust.nj.gov . **The narrative and forms can be completed on screen, printed, copied and mailed or hand-delivered.**

A complete Application submission consists of, in the order below:

- An original, blue ink-signed Application Form
- Summary history of the applicant organization, not to exceed one page
- Up to 5 page narrative (see guidelines below)
- Financial Charts A & B
- Required support materials – clearly label each item
 - Copies of the organization’s most recently completed audit (or IRS 990 if applicant’s annual budget is less than \$500,000).
 - List of all staff members with titles **OR** an organizational chart (indicate which staff are paid).
 - Resumes **OR** brief bios of the key participants in the project (staff, board). No more than 1 page each.
 - Credentials and copy of the actual proposal of any consultant including detailed costs, timelines, action steps, deliverables and an indication of willingness to participate in the proposed project; it is also helpful to include the Request for Proposal and/or the process used to select or to be used to select any consultants.
 - Brief background on **all** outside organizations, agencies, or institutions that are projected to provide

services in support of this project.

- Vendor quotes for projects requesting funds for equipment.
- Resume of candidate, if available, and detailed job description for proposed position for projects requesting funds for a staff position.
- For projects requesting funds for a cash reserve, organizational policies for managing and replenishing the reserve.
- For projects requesting funds to address a deficit, a plan to avoid a recurring deficit.
- 5 collated sets of all the materials above (application, narrative, charts, and required support materials)
- 1 set of up to 3 items of optional support material relevant to the proposed project (one document is considered one item, e.g. Planning documents that support the project, Guides to programs and services, Program brochures, or any other easily digestible document or item that will aid an independent evaluator in better understanding who you are, what you do and how you do it. **Please do not submit books to fulfill this requirement; DVDs or thumb drives are acceptable.**

Narrative Guidelines: A narrative of no more than 5 pages in length that responds to the following:

1. **Briefly** describe your organization, its mission, its major programs and services, and its audience **as context** for the project, and the organization's major challenge(s) to institutional or financial stability or future operational capacity.
2. **Fully** describe the proposed stabilization project. Discuss why you think this project addresses the major challenge as stated in your answer to question #1. Discuss why the project is a high priority and how it fits into your organization's strategic planning and overall financial health. How is this project a logical next strategic step for the organization? What was the self-diagnosis behind determining the need for the project?
3. How will the project be accomplished? What resources, including human and financial, will be used? Describe all human resources required for the project, both from within and outside the organization. Applicants may include in the application the cost of current staff resources dedicated to the project and pro-rated as such, however Trust funds requested cannot be used to cover these costs. Trust funds can be requested for new staff resources as part of the project. If the project will cost more than the grant funds requested, how will the funds or additional resources be obtained and when will these resources be in place? Take care to be specific and provide documentation.
4. How will the gains made through the project be sustained, independent of future NJ Cultural Trust funds? How will the project lead to permanent improvement in the financial, operational, or institutional stability or advancement of the organization? Note: If the project includes the acquisition of new staff resources, how will the position(s) be sustained after the year of Trust funding through other means (provide a specific detailed plan)?
5. Organizations that received Cultural Trust grants in past rounds FY09-FY11 must provide a brief description of the accomplishment of or progress on the funded project and, if applicable, how the activities for which funding is now requested builds upon, but is different from, the previous grant-funded activity.

Applicants to this program must submit a **letter of intent to apply to the Cultural Trust by 4:00 p.m. on March 2, 2015 using the form provided on page 9 of this document.**

All Application materials must be **received in the Cultural Trust office by 4:00 p.m., Wednesday, April 1, 2015.**

For information and assistance regarding the grant guidelines and application, **contact the New Jersey Historical Commission at (609) 292-6062.**

Notices of Intent to Apply and Applications mailed

via US Postal Service should be sent to:

Institutional & Financial Stabilization Grants
The New Jersey Cultural Trust
PO Box 305
Trenton, New Jersey 08625-0529

Deliveries via UPS/FEDEX, etc., should be sent to:

Institutional & Financial Stabilization Grants
The New Jersey Cultural Trust
225 West State Street
1st floor
Trenton, NJ 08625

(Please do not mail by U.S. Postal Service to this address as your submission will not be delivered.)

Large
Print

This application is available in Large Print.

If you are in need of any special accommodation in filing a New Jersey Cultural Trust Grant application, please contact the Trust offices at

609.984.6767 (Voice)

Callers with hearing or speech impairments can also use the NJ Relay Service to reach the Cultural Trust and any party in the state by dialing **711**

FY 2016 Notice of Intent to Apply
NEW JERSEY CULTURAL TRUST GRANTS
Institutional and Financial Stabilization Grants for
History and Humanities Organizations

Must be received by March 2, 2015

Name of Organization _____

Official Address _____

City, State, Zip _____

Daytime Telephone __ (____) _____

Fax __ (____) _____

E-mail _____

Website _____

Name/Title of Primary Contact _____

Charities Registration Number _____

FEI/EIN Number _____

Is the applicant qualified by the NJ Cultural Trust? Yes___ No___

Qualification application submitted and pending _____

Only organizations qualified by the New Jersey Cultural Trust are eligible to apply to this program for funding. If not already qualified, an applicant must submit an application for qualification by March 2, 2015 in order to be eligible for funding in this round.

Anticipated Total Project Costs \$ _____

Anticipated Total Grant Requested \$ _____

The grant period for all FY 2016 projects will begin on 11/15/2015 and end on 11/30/2016.

Project Description: In the box below, describe the stabilization project you propose in 50 words or less.

Signature of Authorizing Official_____ **Date**_____

Title of Authorizing Official_____

FY 2016 Application Form
NEW JERSEY CULTURAL TRUST GRANTS
Institutional and Financial Stabilization Grants for
History and Humanities Organizations
Applications must be received by April 1, 2015

Name of Organization _____

Official Address _____

City, State, Zip _____

Daytime Telephone __ (____) _____

Fax __ (____) _____

E-mail _____

Website _____

Name/Title of Primary Contact _____

Charities Registration Number _____

FEI/EIN Number _____

Name of Mayor _____

County _____

Fiscal Year-End (month/date) ____/____ NJ Legislative District _____ NJ Congressional District _____

Is the applicant qualified by the NJ Cultural Trust? Yes____ No____

Board Chair Name _____

Address _____

Name, address, daytime phone and e-mail of CEO if different from Primary Contact above

Total Project Costs \$_____

Total Grant Requested \$_____

The grant period for all FY 2016 projects will begin on 11/15/2015 and end on 11/30/2016.

Project Description: In the box below, describe the stabilization project you propose in 50 words or less.

Institutional and Financial Stabilization Grants for

History and Humanities Organizations

Certification and Signatures: The signatories below certify that to the best of their knowledge and belief the information contained in this application is true and accurate and further understand that submission of this application implies prior review and approval of all representations made therein by the applicant's governing body. It is also understood and accepted that in applying for this grant the organization is agreeing to comply with all pertinent state and federal laws and regulations, including those governing the release of all public documents submitted as part of this application. [PLEASE SIGN IN BLUE INK]

Signature of Chief Executive Officer

<i>Signature</i>	<i>Date</i>	<i>Print Name/Title</i>
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Signature of Board President

<i>Signature</i>	<i>Date</i>	<i>Print Name/Title</i>
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**Please attach narrative and all required charts and support materials
listed in these guidelines and provide 5 copies of each.**

FY 2016 Finance Chart A – Organizational Budget NEW JERSEY CULTURAL TRUST GRANTS Institutional and Financial Stabilization Grants for History and Humanities Organizations

Provide your organization's operating expenses and income (according to your fiscal year) for the most recently completed year (e.g.

year ending 6/30/14, 9/30/14, 12/31/14, etc.), for the current fiscal year you are in now, and for your next fiscal year in which the Cultural Trust-funded activity will be undertaken, being sure to incorporate the income and expenses for the Stabilization project you are proposing. Attach budget details/notes as needed

Organization's Fiscal year: ____/____ (month/day)

Operating Expenses	Last completed FY	Current FY	Next FY
A. Personnel			
Salaries			
Fringe benefits			
B. Outside Fees & Services			
Consultants			
Other			
C. Capital Expenditures (equipment - not construction/renovation)			
D. Other Operating Expenses			
Space Rental/Mortgage Payments			
Marketing (advertising, PR, etc.)			
Travel & Transportation			
Phone & Postage			
Facility Maintenance/Security			
Professional Development & Dues			
Supplies & Materials			
Insurance			
Utilities & HVAC			
Repayment of Loans			
<i>Other (itemize if over 5% of Line E below)</i>			
E. Total Cash Expenses			
F. Total Income (from below)			
G. Total Annual (Deficit)/Surplus (F minus E)			
H. Accumulated Organizational Operating (Deficit)/Surplus*			

Operating Income	Last completed FY	Current FY	Next FY
A. Earned Income			
Admissions			
Contracted Services			
Other (from endowment, investments, sales, commissions for operations)			
B. Contributed Income			
Corporate			
Foundation			
Government			
Individuals			
C. Grantee Cash/Other Income			
D. Cultural Trust Funds (NJHC, NJSCA)			
E. Total Income			
G. Cultural Trust Funds (NJHT)			

**FY 2016 Finance Chart B – Project Budget
NEW JERSEY CULTURAL TRUST GRANTS
Institutional and Financial Stabilization Grants for
History and Humanities Organizations**

Provide a projected budget for your proposed project using the chart below, breaking out expenses by those to be covered through the requested Cultural Trust funds and expenses that are anticipated to be covered by other funding sources. Other funding sources are not required; all expenses can be from Cultural Trust funds requested. Not all projects will

have expenses in all areas. Attach budget details as needed.

Project Expenses	Cultural Trust Funds	Other Funds
A. Personnel		
Existing personnel dedicated to the project (pro-rated) – salary & fringe		
New personnel – salary & fringe (attach resume or job description)		
B. Outside Fees & Services		
Consultant fees (attach proposal(s) and credentials)		
Other outside fees		
C. Equipment (attach vendor quotes)		
D. Other <u>Direct Project</u> Expenses		
Printing		
Software		
Postage		
Supplies		
Travel/Transportation		
Space Rental (for project activities)		
Cash reserve/working capital fund (attach board management policy)		
Deficit reduction/elimination		
Other (detail below)		
TOTAL EXPENSES	*	

*These two amounts must be the same.

Project Income	Amount
Cultural Trust funds requested	*
Other funds (not required) – list sources and amounts below	
Source:	
Source:	
Source:	
Source:	
TOTAL INCOME	

If other funds are projected for the project, be sure your narrative details how those other funds will be secured for the project.